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INTERNATIONAL DEMOGRAPHICS™

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Jon Reis

Marketing Services Overseas

"There is no such thing as international marketing," declared Warren J. Keegan at an international marketing seminar sponsored by the Washington Chapter of the American Marketing Association recently.

"Any good marketing principle applies everywhere in the world," he said. "Basic principles of customer value, focus of product, and competitive advantage are what seem to be associated with success."

Keegan spoke at a conference for people interested in marketing services abroad. Services are the "invisibles" — engineering and construction supervision, accounting, shipping, insurance, banking, tourism, movies, advertising, commercial aviation, communication, franchising and many others.

In 1981, seven of every ten workers in the United States were employed in service industries. And, of every $1 in goods and services produced in this country, 66 cents come from services.

While the U.S. runs a trade deficit in goods, it enjoys a trade surplus in the service area. According to *Nation's Business*, exports of such invisibles generated $128 billion in business for U.S. firms during 1980.

Keegan, professor of business administration at George Washington University, and author of *Multinational Marketing Management*, said some firms in the international market have problems because they do not do adequate research.

Others have a real love for what they are doing and genuinely appreciate the cultures in which they work, he said. "They communicate their enthusiasm to their customers."

Keegan said the ability to communicate enthusiasm often comes with having learned the language of the country, but that an even more fundamental quality necessary is "a genuine love, appreciation, and interest" in the people of the land.

To market successfully overseas, you must know the market, the customers, the competition, and the practices in the country. Some of this information can be learned from the "cool" sources — public sources of information such as the U.S. Commerce Department, the State Department, and the United Nations. Other sources must be "hot" — direct observation in the country and face-to-face contact with the people.

A thorough research effort will include both "cool" and "hot" sources, he said. •

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Around the World

Adapting Products to Developing Countries

U.S. companies may have to develop new products, or adapt old ones, to sell successfully in developing countries. "Good intentions do not assure success," says Vern Terpstra of the University of Michigan.

Terpstra studied the successes and failures of international marketing by such firms as General Motors, Ford, Dow Chemical, Ball Corporation, Nestle, and Quaker Oats. Some of these companies choose to stay in a developing country even though they are not making a profit because they hope for long-term gains and want to assure a good image in a country where they see the potential for eventual profits.

By simplifying their products and involving residents of developing countries more in the development and testing of products, however, such businesses can improve their potential for success, Terpstra said. He suggests test marketing "in one or a few countries before attempting a broader introduction."

A multinational corporation's product must appeal to the consumers of a particular country. Beyond that, the chances of success improve when the company chooses products that are labor intensive to produce, can be made within the country, require low educational levels to use, are neutral or benevolent to the environment, and emphasize human power rather than electric power.

Source: *Journal of International Marketing*, Meldre Poe, MCB Publications Limited, P.O. Box 10812, Birmingham, AL 35201. Quarterly, $89 a year.

People, Not Economy

S. C. Johnson & Son, Inc. — the wax people who also produce insecticides and personal-care products — operates 46 subsidiaries in 45 countries, but takes a common approach to entering all of its markets.

It enters markets early rather than late, and pays less attention to the state of a country's economy than to the size of its population — because its products are basic to home care and not overly expensive. Yet, different products fuel the company's growth in different countries.

Raymond F. Farley, president and chief operating officer, says: "We try to get at the desires and needs in that particular market." Native speakers interview housewives about what and how things are done in the home.

"It's fairly straight-forward, common-sense research, but in many ways it's the best," Farley says. "And it becomes more important as you go to the less developed countries, because you mustn't make the mistake of offering furniture polish in a country where there's basically no furniture." *Source: Ad Forum*, April, 1982, Agency File, Inc., 18 East 53rd Street, New York, NY 10022 (212) 751-2670. Monthly, $48/year.

Growth in Eighteen Countries

Eighteen countries will be the source of three-quarters of the developing world's population growth during the 1980s.

The countries are: India, China, Brazil, Nigeria, Indonesia, Bangladesh, Pakistan, Mexico, Phillipines, Thailand, Vietnam, Turkey, Iran, Egypt, Ethiopia, Burma, South Korea, and Zaire.

More than one billion people in these countries will be in their peak reproductive years (ages 15 to 29) in the next 20 years, according to a report prepared by the Office of Technology Assessment for the U.S. Congress.

Despite the fact that fertility is declining in most developing countries, population is increasing rapidly because of the high birth rates and falling mortality rates of the recent past.

The report contends that rapid population growth intensifies environmental, food, energy, and resource pressures in developing countries. The combination of these problems with rapid population growth is generating new national security concerns.

Source: *Popline*, Population Action Council, April, 1982, 110 Maryland Avenue, N.E., Washington, DC 20002, (212) 544-3303. $25 a year; free to Population Action Council members.

Dutch Job Sharing

Job-sharing — splitting a full-time job into two or more part-time jobs — may spread in the Netherlands during the 1980s. After lengthy, negotiations, the country's labor organizations, government officials and employers agreed on the principle.

Job-sharing is acceptable to employers because it is likely to improve productivity, reduce absenteeism, and hold wage costs constant. Government and labor unions in the Netherlands realize that since their economy is growing at only 2 percent annually, it will not be able to absorb all the young people into the work force.

The government and union groups believe that work sharing's greatest appeal will be to younger, older, and higher-paid workers. There will be more emphasis on establishing different work habits and expectations rather than splitting existing jobs into two parts.

Source: *World of Work Report*, March 1982, Work in America Institute, Inc., 700 White Plains Road, Scarsdale, NY 10583, (914) 472-9600. Subscriptions may be ordered from: Van Nostrand Reinhold Co., 135 West 50th Street, New York, NY 10020. $48 a year. •

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Interview:

Robert Fox on The Latin American Tide

Robert Fox is a sociologist and demographer for the Inter-American Development Bank in Washington, DC. The opinions expressed here do not necessarily reflect the official position of the bank.

Q. You say that population growth is a key to understanding change in Latin America today. What can demographics tell us that we don't already know?

A. Plenty. But until recently, the data have been like a Greek chorus — lurking in the background, telling us something we're not prepared to accept. After 15 years of study, I can't escape these numbers. They point to future population pressures the likes of which we've never seen in human history. Latin America's population more than doubled in the last 30 years, from 150 million to 350 million. Increases were moderate in the southern cone nations (Argentina, Uruquay, Chile); but in a majority of South and Central American countries, growth remains at 2.7 to 3 percent or more a year.

Q. But hasn't the birth rate declined in Latin America as well as elsewhere in the developing world?

A. True, but a population that increases at an average annual rate of 2.5 percent instead of 3.5 percent still doubles in just 28 years, rather than 20.

Unfortunately the World Fertility Survey inspired headlines like "Population Time-bomb Fizzles." What we have failed to comprehend is the magnitude of growth in absolute numbers that occurred between 1930 and 1980 when technology lowered death rates and birth rates remained high. The latter take years to modify.

Today we have a population pyramid in which half the people are 18 years or younger (compared to a quarter of the population in industrialized countries). This massive youth population represents an awesome potential for growth. Look at the chart. If you arrest your thinking with the downward slope of birth rates, you'll mistake the direction of the tide.

I was stunned when I looked at the new CELADE* projections for the year 2025. Even with falling fertility, Latin Americans will number some 550 million by 2000 and 845 million by 2025. Despite what we call the current population crisis, we are still in the early stages of a growth cycle established a quarter of a century ago. Seventy-seven percent of that growth is still ahead of us.

Q. Latin America encompasses the vast South and Central American land masses. Isn't there room for development and dispersal?

A. Latin America consists of city-oriented societies, in contrast to other developing nations, like China, that are village oriented. Centuries of tradition foster a bias for urban capital investment and centrist political systems. The rural areas have always been looked upon as poor cousins. The contrast of wealth is dramatic and a surplus of rural labor flows irresistibly toward the cities. Everything accrues toward the cities until one, two or three large cities contain a majority of the urban population and even the nation. The population explosion *is* an urban explosion.

Q. What kind of problems result in the cities?

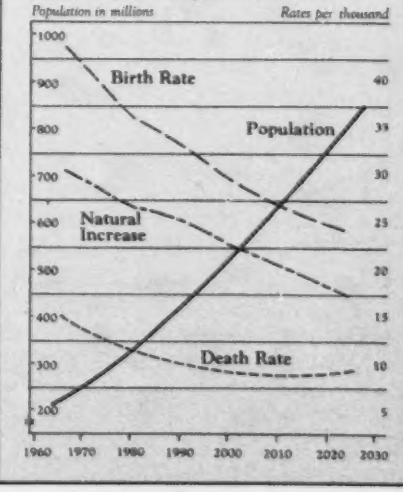
A. Apart from infrastructure — water systems, housing and serious environmental damage — we're talking about a surplus labor force. For 20 years the high birth rate population stayed home. Now it's coming out of the house. That's the issue that truly worries me. If you include severe underemployment, you're looking at an unemployment rate of 20 to 40 or even 50 percent. *That's* our starting point.

Today's Latin American labor force numbers 115 million. Now watch how it grows and remember, it's city-bound; 197 million by year 2000, or 150 million in the *urban* labor force in 2000. This is intractable. It's based on a population already born. Latin American cities would have to create an average of four million new jobs each year until

Continued on p. 11

CELADE is the Latin American Demographic Center. The chart is CELADE's Demographic Bulletin Series A No. 168, Feb. 1981.

Latin America, 1960-2020



Country Profile

The Dominion of Canada

When residents of the northern United States want to take a break and experience a "foreign" culture, they often escape to Montreal, Toronto, or Vancouver. United States residents feel comfortable with Canada at the same time they relish its differences.

Exporters feel the same way. Canada offers the opportunity for exposure to an international market without quite as many risks. It is close by and not as perplexing as the market in Japan or Venezuela.

Canadians share demographic trends with their U.S. neighbors: lower fertility after a post-World War II baby boom, an aging population, low mortality, changing family composition, and a rapidly growing number of households.

But, Canadians are not an extension of the U.S. market. In fact, they are likely to be offended at the suggestion. Rowland C. Frazee, chairman and chief executive officer of the Royal Bank of Canada, recently told an audience in the United States: "Canadians are accustomed to being told by Americans that we are just like you. Those statements are meant as compliments and arise from friendship; but they also prevent understanding of the ways we are different."

Bilingualism and international migration play a much larger role in Canada than in the United States. Both the population and the labor force are growing more rapidly than in the U.S. Businesses in Canada must take into account these realities.

Canada takes a census every five years, and the ability of Statistics Canada, that nation's census bureau, to track trends and produce data on every conceivable demographic and economic subject means there is little necessity for guesswork. The most recent census was taken in 1981, and as expected, it counted 24.3 million people, an increase of 5.9 percent over 1976.

Ethnicity

The most important difference between Canada and the United States, is Canada's bilingual culture. The Canadian experience may provide a glimpse into the future of the United States if the Latin American culture here keeps growing.

Although 63 percent of the Canadian population speak English as their mother tongue, one quarter of all Canadians speak French. Two-thirds of those who speak French live in the province of Quebec.

Eighty-two percent of the 6.4 million Quebeckers speak French; only 13 percent speak English. The other province with a greater than average French-speaking population is New Brunswick, where 34 percent of the population list French as their mother tongue.

In contrast, the largest ethnic minority in the United States — persons of Spanish origin — are only 6.4 percent of the U.S. population. Of them, only 2.8 million or 1.2 percent of the total population do not speak English well.

The French influence affects businesses in two ways:

— French-Canadians are an important market; advertising and products must be tailored to their needs, not simply translated from the English.

— The Official Language Act requires that French and English be used to designate the generic name on most pre-packaged consumer items. In addition, firms doing business in Quebec must conduct labor relations and communicate with employees in French, state their company name in French, and adopt a program to increase the use of French before they can obtain subsidies, government contracts, or other government concessions.

All government publications in Canada are published in two languages, English and French.

Marketing and product strategies in at least the provinces of Quebec and New Brunswick must take into account the French-speaking population.

Immigration

Canada has had more immigration than the U.S. Since World War II,

CANADA

•Census metropolitan areas of 500,000 +

an average of 140,000 immigrants per year have entered Canada. Although this is a smaller number than enter the U.S. annually, Canada's smaller population makes it proportionately equivalent to 1.4 million migrants entering the U.S. each year, about three times the actual number of legal immigrants that come to the U.S.

In 1979, about 14,000 Canadians took up residence in the U.S. In that same year 7,800 U.S. residents emigrated to Canada.

About 7 million people in Canada speak a language other than French or English. Many of them have maintained their own ethnic communities and, while they may speak English or French, prefer their own language.

In the province of Manitoba, for example, in 1976, 7.3 percent of the people listed their mother tongue as German; 6 percent as Ukranian; and 5.5 percent as French. In Alberta, only 2.5 percent of the people listed French as their mother tongue, while 4.4 percent listed German, and 3.6 percent listed Ukranian. There are significant gr ips of Italians in the provinces of Quebec and Ontario, and 1.9 percent of the people in British Columbia listed their mother tongue as Chinese.

The April issue of *Ad Forum* reports that Gillette reached the Italian-Canadian community in Canada (500,000 in Toronto alone) by broadcasting first-division soccer games from Italy.

"With heavy promotion and distribution of its Trac II and stainless steel products, Gillette reversed product usage dramatically: ly:80 percent of the males were shaving with the new products," *Ad Forum* says.

When ethnic counts are released for specific cities and provinces later this year, it will pay businesses to analyze them for potential markets.

Canada's age distribution is affected by international migration. Immigrants to Canada are younger, on average, than resident Canadians. Therefore, Canada's median age of 29.5 years is slightly younger than the U.S. median. Net immigration to Canada has been declining since 1977, however, when the government's immigration policies became more tied to employment.

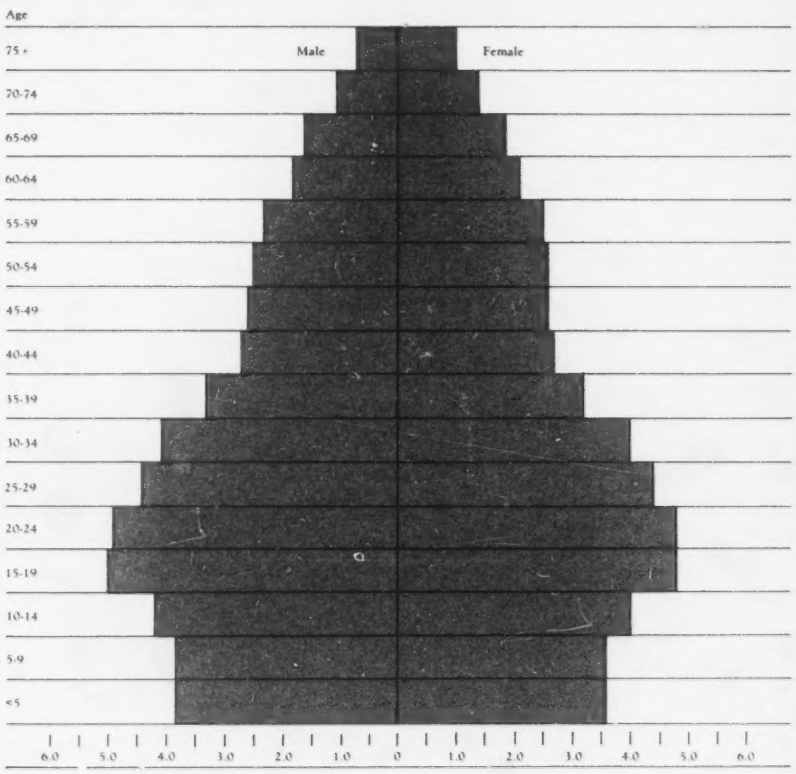
Regions and Cities

Fortunately for exporters, most of Canada's 24 million people live close to the country's Southern border. If they were spread across the land, which is almost the size of the Soviet Union, it would create a distribution nightmare, but about 90 percent of the land is unsettled.

Seventy-five percent of the population is urban, and 56 percent lives in the 24 Census Metropolitan Areas, similar to our Standard Metropolitan Statistical Areas.

Canada: Population by Age and Sex, 1980

(percent)



Age	Total	Male	Female
All Ages	23,936,300	11,887,200	12,049,100
0-4	1,783,800	914,900	869,900
5-9	1,775,700	910,900	864,800
10-14	1,940,800	993,700	947,100
15-19	2,360,400	1,206,900	1,153,500
20-24	2,331,500	1,180,800	1,150,700
25-29	2,114,500	1,055,100	1,059,400
30-34	1,940,900	975,600	965,300
35-39	1,552,600	784,300	768,300
40-44	1,284,500	647,700	636,800
45-49	1,250,400	631,300	619,100
50-54	1,220,300	604,700	615,600
55-59	1,164,300	557,700	606,600
60-64	934,800	441,600	493,200
65-69	820,500	381,400	439,100
70-74	605,700	269,500	336,200
75-79	419,100	175,500	243,600
80-84	248,400	92,200	156,200
85-89	123,700	42,400	81,300
90+	64,400	21,000	43,400

Sixty-two percent of the people live in the eastern provinces of Ontario and Quebec. Fewer than 70,000 people live in the Yukon and Northwest Territories neighboring Alaska, although these provinces grew rapidly between 1971 and 1981 — 26 and 31 percent respectively.

The 1981 Census counted 8.6 million residents of Ontario, the most populous province in Canada, containing 35 percent of the population, and a 12 percent growth rate in the last decade.

Quebec, with a 6.8 percent growth rate, had 6.4 million residents in 1981, or 26 percent of the total.

On the western coast, British Columbia and Alberta together contained 20 percent of the country's population. Just as the U.S. northwest has grown rapidly, these two provinces have had rates of growth above the national average in the past decade — 38 percent for Alberta and 26 percent for British Columbia.

The opportunities available for entrepreneurs in these high growth areas are enormous.

The remaining inland and Atlantic Maritime provinces account for 17 percent of the population.

Slower growth occurred in Prince Edward Island and new Brunswick (both at 9.7 percent), Newfoundland (8.7 percent), and Nova Scotia (7.4 percent). The lowest rates of growth were recorded in Saskatchewan (4.5 percent) and Manitoba (3.8 percent).

Canada's capital city, Ottawa, is the country's 12th largest, with 295,000 residents. The census metropolitan area surrounding Ottawa has 718,000.

Montreal is the largest city with a population of just under one million. Toronto ranks second with nearly 600,000 people. When the entire census metropolitan area is considered, however, Toronto takes the lead. The Toronto census metropolitan area contains 3 million people, while Montreal has 2.8 million. The only other census metropolitan area with a population of more than 1 million people is Vancouver, British Columbia.

Just as in the U.S., metropolitan population growth slowed in the 1970s. Between 1976 and 1981, 22 of the country's 24 metropolitan census areas gained population, but it was suburban growth at the expense of the inner cities.

Like surburbanites in the U.S., Canadians today shop at suburban malls more often than they go downtown. Work locations reflect the changed focus. In 1974, for example, 51 percent of metropolitan Toronto's jobs were located outside the city; only 21 percent were in the central business district.

Population, Showing Numerical Distribution and Percentage Change, for Canada, Provinces and Territories, 1976 and 1981

	1976	1981	Percentage change
Canada	**22,992,604**	**24,343,181**	**5.9**
Newfoundland	557,725	567,681	1.8
Prince Edward Island	118,229	122,506	3.6
Nova Scotia	828,571	847,442	2.3
New Brunswick	677,250	696,403	2.8
Quebec	6,234,445	6,438,403	3.3
Ontario	8,264,465	8,625,107	4.4
Manitoba	1,021,506	1,026,241	0.5
Saskatchewan	921,323	968,313	5.1
Alberta	1,838,037	2,237,724	21.7
British Columbia	2,466,608	2,744,467	11.3
Yukon	21,836	23,153	6.0
Northwest Territories	42,609	45,741	7.4

Population for Census Metropolitan Areas, Showing Percentage Change, 1976 and 1981

	1976[1]	1981	Percentage change
Calgary, Alta.	471,397[2]	592,743	25.7
Chicoutimi-Jonquiere, Que.	128,643	135,172	5.1
Edmonton, Alta.	556,270[2]	657,057	18.1
Halifax, N.S.	267,991	277,727	3.6
Hamilton, Ont.	529,371	542,095	2.4
Kitchener, Ont.	272,158	287,801	5.8
London, Ont.	270,383	283,668	4.9
Montreal, Que.	2,802,547[2]	2,828,349	0.9
Oshawa, Ont.	135,196	154,217	14.1
Ottawa-Hull, Ont./Que.	693,288	717,978	3.6
Quebec, Que.	542,158	576,075	6.3
Regina, Sask.	151,191	164,313	8.7
Saint John, N.B.	112,974	114,048	1.0
Saskatoon, Sask.	133,793[2]	154,210	15.3
St. Catharines-Niagara, Ont.	301,921	304,353	0.8
St. John's, Nfld.	145,400[2]	154,820	6.5
Sudbury, Ont.	157,030	149,923	−4.5
Thunder Bay, Ont.	119,253	121,379	1.8
Toronto, Ont.	2,803,101	2,998,947	7.0
Trois-Rivieres, Que.	106,031[3]	111,453	5.1
Vancouver, B.C.	1,166,348	1,268,183	8.7
Victoria, B.C.	218,250	233,481	7.0
Windsor, Ont.	247,582	246,110	−0.6
Winnipeg, Man.	578,217	584,842	1.2

[1] *Based on 1981 area.*
[2] *Adjusted figures due to boundary changes.*

Households and Families

Canada currently has more than 8 million households, compared to 80 million in the U.S., but the number of households has been growing at a faster rate than the total population, just as in the United States.

The growth rate in the number of households is expected to slow to 1.9 percent per year by 1991, compared with 3 percent in 1981; 10 million households are projected for 1991. Alberta is projected to have the fastest rate of household growth in the next 10 years, a 60 percent increase, followed by British Columbia and Ontario.

The growth in households (a household is defined as a person or persons who occupy a dwelling and do not have a usual place of

residence elsewhere) is a boon for exporters in home furnishings.

The U.S. Commerce Department predicts that there will continue to be a "buoyant" market for furniture in Canada, "primarily because of a continual increase in the number of new households and the steady growth in the number of new entrants into the labor market."

The U.S. has the lion's share of the furniture import market, about 65 percent, and the Commerce Department says the Canadian market "can readily accommodate increased sales by additional U.S. firms."

Alberta and British Columbia present particular opportunities in household furnishings, and small electrical appliances because of their high rates of growth in both population and households, and because they are far away from Canada's consumer goods manufacturing centers.

Husband-wife families constituted 71 percent of all households in Canada in 1976, and are expected to decline to 64 percent of all households by 1991. There will be an increase in the proportion of non-family and single parent households between now and 1991, to about 27 percent and 9 percent, respectively.

Average household size is decreasing and is expected to be about 2.7 by 1991. In another nine years, the average Canadian household will be the same size as the average U.S. household was in 1980.

Products such as single-serving foods and small cooking utensils that have been developed for the smaller U.S. household may be appropriate for introduction in Canada throughout the 1980s.

Between 1976 and 1981, over 42 percent of the increase in the number of households was accounted for by householders under the age of 35, and 20 percent of the growth was from householders aged 65 and older. Growth in younger households is expected to decline in the future, accompanied by an increased growth in older households.

Products that have been developed in response to the aging U.S. market — low-sodium foods, for example — may be attractive in Canada as the population ages.

Housing

Apartments are the fastest growing type of housing in Canada — representing about 34 percent of all units. Single-family detached homes account for 58 percent of the Canadian housing stock. Single-family attached dwellings represent 8 percent of all units. Much of the housing growth is the result of the conversion of single-family attached units to apartments, and from the construction of high rise units in inner cities.

Canadians receive no tax incentives for homeownership as United States residents do, but almost the same proportion of them own homes or apartments — about 63 percent.

Just as in the U.S., Canadians are switching from oil to natural gas for home heating. In 1981, 42 percent of homes were heated with gas and 34 percent with oil; just three years before, 42 percent used oil and 38 percent used gas.

As in the U.S., the housing market has been hurt by high interest rates. If interest rates level out, baby boom demand for housing will peak during the 1980s and taper off thereafter.

Education

Education is one of Canada's largest industries. Nearly one-third of all Canadians are students, teachers, or educational administrators. Education ranks second only to social security in the government budget.

School enrollment is compulsory for children aged 6 to 15. As in the U.S., enrollment has been declining since the last of the baby boom cohorts left school.

Post-secondary education is split between universities and technical/vocational schools. Of the population aged 18 to 24 in 1978, 11 percent were enrolled as full-time university students, 7 percent as part-time students, and 8 percent as full-time technical/vocational students.

One change in Canadian education has been the increased post-secondary enrollment of women. Of all women aged 18 to 24, 18 percent were enrolled in post-secondary educational institutions in 1977, up from just 8 percent in 1961. In 1976, women made up 46 percent of all full-time post-secondary students. About 40 percent of total university enrollees are aged 25 and over.

Labor Force

Compared with other industrialized nations, Canada's labor force grew rapidly in the 1960s and 1970s. The labor force grew 42 percent between 1966 and 1977, a rate higher than in the U.S. and over twice that in France or Japan.

The country's population growth and the increased labor force participation of women account for the high rate of increase.

There are 11 million workers in Canada, with projections for 13.5 million by 1991. The U.S., by comparison, has 100 million workers.

Canadians are particularly interested in joint ventures that will allow them to create jobs for their labor force.

As Frazee told his U.S. audience earlier this year:

"Partnerships and joint ventures not only allow the union of separate strengths to work to a common goal, they give the foreign investor a friend and advocate with the local government. They provide additional sources of capital, technology, and management expertise."

He said the joint venture approach is "warmly welcomed" in Canada.

Statistics Canada, the statistical heart of the government, has developed a new indicator of economic activity called the employment-population ratio — the number of people actually employed as a proportion of the total working-age population (those aged 15 and over). The labor force participation rate, in contrast, includes both employed and unemployed persons. For example, the seasonally-adjusted labor force participation rate in Canada in March 1982 was 64 percent, while the employment-population ratio was slightly lower, 58.2 percent.

The employment-population ratio gives a more accurate picture of the number of people actually producing goods and services at one time.

Continued

Women joined the labor force in large numbers in the past two decades, and their participation rates are quickly approaching 50 percent, slightly less than in the United States.

The increase of women in the labor force has paralleled that in the United States and will affect the consumer market in much the same way.

Income

Median family income in Canada in 1977 was $18,565 (Canadian dollars). Median family income in the U.S. in 1977 was $16,009. Although Canada's median was higher than the U.S., it is difficult to make comparisons because of cost of living differences.

The highest median income for families was in Ontario ($16,433) and the lowest in the Atlantic provinces ($11,645). Newfoundland has the highest proportion of families classified as low-income (16 percent), while Ontario and Alberta have the lowest proportions of low-income families (9.8 percent.)

Consumption and leisure

Canadians and U.S. residents watch about the same amount of television — an average of 22 hours a week in the United States and 23 hours in Canada. Canadians spend more hours watching Canadian-English stations than either Canadian-French or U.S. stations.

About 98 percent of Canadian homes have both radio and television, and 56 percent of households are served by cable television.

A summary of household facilities and equipment in canada is presented in the table.

According to the U.S. Commerce Department, "Consumption of consumer durables is continuing to rise as a share of total consumption. Higher levels of education and standards of living — with the accompanying changes in attitudes toward ownership, travel and leisure — are creating a large specialized market for recreation and leisure equipment and associated services. Design, fashion, and quality are very important in selling products and are often a crucial factor when high customs tariffs have forced retail prices upwards."

Sources of information

The best place to obtain demographic data about Canada is direct from the source: Statistics Canada.

One copy of the 1982 *Statistics Canada Catalog* can be ordered free from User Services, Statistics Canada, Ottawa, Ontario K1A 0T6. Additional copies are $5 each.

Detailed information on population and households in Canada are available now on computer printout and from CANSIM, the machine-readable data base. In June those data will be available in print publications.

By Fall, 1982, detailed information on age, sex, marital status, type and tenure of dwellings, family composition, household characteristics, and language will be available. Toward the end of 1982, census tract data for each of the major metropolitan areas will be released. These tract data will include 75 selected characteristics such as population in private households, average number of persons per household, husband-wife families, single-parent families, number and ages of children, and so forth.

Two periodicals — *Statistics Canada Daily* and *Infomat* summarize statistical information as it becomes available and announce new publications.

Statistics Canada Daily (Catalog No. 11-001E) costs $75 annually in Canada and $90 outside. *Infomat* (Catalog 11-002E) costs $25 a year in Canada and $30 a year outside. (An E after a catalog number indicates the publication is in English; F is for French.)

Orders for subscriptions and publications listed below should be placed with: Publications Distribution, User Services Division, Statistics Canada, Ottawa, Ontario, K1A 0V7.

Statistics Canada has a Central Inquiries unit in Ottawa and an advisory services staff located in eight cities. A listing of them, including phone numbers, is shown.

Services provided in each office include professional consultation, data distribution and promotion, education, and data collection. The data collection service arranges the design, management, and implementation of surveys for governments, institutions, and private agencies.

Copies of a "Data User's Directory" that lists names and telephone numbers of individuals responsible for specific data sets are available by calling (613) 996-0153.

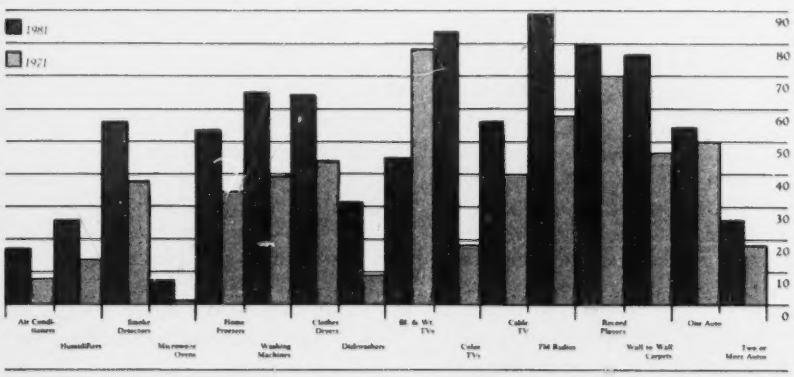
Names and addresses of market research firms are listed in *Canadian Markets 1982* compiled by the Financial Post and available for $50 from: Maclean Hunter Publishing Co., 481 University Avenue, Toronto, Canada M5W 1A7. Telephone (416) 596-5287.

In addition to population and income data for hundreds of Canadian communities, *Canadian*

Continued on page 11

Household Ownership of Consumer Goods in Canada, 1971-1981

(percent households owning)



Publications

The World Fertility Survey: Charting Global Childbearing, by Robert Lightbourne Jr. and Susheela Singh with Cynthia P. Green, March, 1982, Population Reference Bureau, Inc., 1337 Connecticut Ave. N.W., Washington, DC 20036, (202) 966-4441. $3.

Average family size is declining in many countries of Asia and Latin America, but not in sub-Saharan Africa, according to this authoritative new report of findings from the World Fertility Survey. From interviews with 343,000 women between 1974 and 1981 in 42 developing countries and 20 developed countries, the survey is the first reliable picture of the number of children women are producing.

This report covers findings from 29 developing countries including Kenya, Lesotho, Senegal, and Sudan in Africa; Jordan, Syria, and Turkey in the Middle East; 10 countries in Asia; 12 in Latin America, plus the first findings on contraceptive use to be released from a comparative study of surveys in 16 developing countries.

The study found that fertility has dropped by at least one child per woman in Asia, Latin America and the Middle East, but not at all in sub-Saharan Africa.

Current fertility ranges from 4.6 children per woman in Latin American to 6.7 in sub-Saharan Africa, far above the 2.2 to 2.5 per woman average needed to end these countries' population growth in the long run.

Forty-eight percent of the women surveyed in 27 countries said they wanted no more children. The authors' analysis of data from 18 countries shows that preventing all unwanted births would have reduced these countries' average 1976 population growth rate from 2.2 percent (a doubling time of 32 years) to 1.3 percent (a doubling time of 54 years).

Average preferred family size in the 29 developing countries still ranges from three children in Turkey to nearly nine in Senegal, compared to just over two in developed countries. However, the youngest women, aged 15 to 19, preferred nearly two children fewer than the oldest women, aged 45 to 49 (3.8 versus 5.7, on average), which hints of fertility declines to come, the authors observe.

Statistical Abstract, 1981, Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. $11 paper, $16 cloth.

A 37-page section of comparative international statistics is included in this latest offering, released in March.

Besides country information on population, death rates, birth rates, life expectancy, infant mortality rates, and so on, it also includes selected information on labor force participation, imports, exports, manufacturing, comunications and more.

World Military and Social Expenditures, 1981, by Ruth Leger Sivard, World Priorities, Box 1003, Leesburg, VA 22075, 43 pp. inc. tables, $ 4.

Compiled from the perspective that the "relentless growth of nuclear arsenals of the superpowers" and the "massive outflow of arms from the industrialized nations to the developing ones" must be reversed, this annual study provides a look at the effect of military spending on world population.

Do you want to know where the military-dominated governments in the Third World buy their weapons and receive training? A table and map provide the answers.

The booklet also shows graphically the effects of military buildup on prices, employment, and foreign development aid.

"No evidence more directly and starkly measures the impact of military expenditures on the social conditions than the fact that $550 billion now spent in one year for arms and armies equals the entire income of 2 billion people living in the poorest countries," says the author Ruth Sivard.

Citing the enormous gap between the richest fifth and the poorest fifth of the world's population, Sivard says that the poor "are a drag on the productive efforts of others" and "do not provide marketing opportunities for the world's commerce." Cities become "centers of social tension and violence" when they cannot provide even minimal needs for health, sanitation, housing, education, or jobs.

The publication's tables compare resources — human and military — for 141 countries, listing public expenditures in such areas as military, international peacekeeping, education, health, physicians, teachers, and armed forces, as well as military and social indicators such as population with safe water, population per hospital bed, infant mortality rates, and public expenditure per soldier.

Yearbook of Construction Statistics, 1972-1979. English only. Statistical Papers, Series U, No. 8, 233 pp. UN Sales No. E.82.XVII.2. Clothbound $US 25.00.

This is the eighth issue, and the first computerized one, in a series of annual compilations of statistics on construction activity. It includes data for 128 countries or areas on employment, wages, value added, fixed assets and more.

A table on building activity includes, when available, the number, area and value of residential and non-residential buildings authorized and completed. The number of dwellings both in urban and rural areas, by type of investor, is also shown.

In addition to the country tables, there are two international tables: one on dwelling construction, the other an index of construction activity.

Metric Laws and Practices in International Trade, A Handbook for U.S. Exporters, (Stock No. 003-009-00353-9), Washington, DC 20402. $4.75.

This handbook includes packaging and labeling requirements for 55 countries as well as the European Communities and 19 countries not listed in the 1976 edition.

There is a 1985 deadline for European Communities' metric labeling and packaging. •

Sources

The United Nations: Demographers to the World

If there were such a thing as a world census bureau, it would probably be located at the United Nations.

Fortunately, for people who need international data, the United Nations Secretariat maintains two offices that are responsible for compiling, analyzing, estimating, and projecting demographic statistics for every country of the world.

Unfortunately, for those who work in the Population Division and the Statistical Office of the Department of Economics and Social Affairs, it is not easy to work with countries whose statistical practices range from no vital registration system and no census to ones that produce population statistics every month.

Despite the inadequacies of some of the available statistics, the Statistical Office's Demographic and Social Statistics Branch, directed by William Seltzer, compiles the "Demographic Yearbook," an international demographer's bible. Each year national statistical offices respond to a lengthy questionnaire from the branch. The yearbook includes only a selection of all the data that result.

In addition to demographic and economic statistics for all the countries of the world, each yearbook features complete data on one of four topics — births, mortality, marriage and divorce, or migration — repeating them in a four-year cycle. The newest issue, covering data for 1980, features mortality (Sales No. E/F. 82.XIII. 1, price not yet set; also available in microfiche).

Because statistical practices vary widely from country to country, the yearbook is heavily annotated to help readers make valid comparisons. Seltzer believes that responding to a standard questionnaire makes the statistics that countries report more comparable than they would be if they were taken from the nation's own published reports.

The Demographic and Social Statistics Branch assists countries in improving the quality and relevance of their data by preparing handbooks and manuals for collecting demographic statistics and by working with the U.N. Fund for Population Activities to help developing countries establish the basic components of a demographic data system: censuses, household surveys, and vital registration systems.

"International statistics depend on strong national statistical systems producing robust national statistics," according to Seltzer.

User surveys show that in the United States the most frequent readers of the "Demographic Yearbook" are government employees and academics.

"In this country, at least," Seltzer says, "there has been insufficient realization of the value of this data for planning marketing strategies in the commercial sector." In contrast, the Japanese have translated and published the yearbook for years; it has a heavy sale there.

To celebrate the yearbook's thirtieth anniversary, the 1978 edition included a special historical supplement. Over 1,100 pages long, this volume contains data back to 1948 for population size, age, sex, urban/rural residence, fertility, mortality, marriage, and divorce for all the countries or areas for which data were available. In addition to the book, which costs $48 ($42 soft cover; Sales No. E/F. 79. XIII.8), the data are also available on computer tape. (Write, Director, Demographic and Social Research Branch, Statistical Office, United Nations, New York, NY 10017, for details.)
10017, for details.)

For more up-to-date but less detailed data, the Demographics and Social Statistics Branch publishes the quarterly "Population and Vital Statistics Report." Subscriptions cost $15 a year, single copies $5.

Compendiums

The branch also takes the lead in pulling together a "Compendium of Social Statistics." Like the U.S. statistical system, the U.N. system is relatively decentralized.

While the Secretariat is responsible for population statistics, the International Labor Office produces labor force and consumer expenditure statistics, the World Health Organization health statistics, the Food and Agriculture Organization agricultural statistics, and the U.N. Educational, Scientific and Cultural Organization education statistics. The most recent compendium includes data for 1977 ($35; Sales No. E/F. 80. XVII.6). A new one will be prepared in a few years; in the meantime the branch is preparing a "Compendium of Human Settlement Statistics," which will place housing statistics in a broad context of urban planning, the environment, and living conditions.

Population Division

The Population Division, directed by Leon Tabah, is responsible for estimating and projecting the population of the world, the more developed and less developed regions, eight major areas and 24 regions, and 210 countries, territories, and areas. The most recent projections are for five-year periods up to the year 2025, and are published in "World Population Prospects as Assessed in 1980" ($9; Sales No. 81. XIII). Computer tapes containing more detailed data can be obtained for approximately $100 by writing the Director, Population Division, Department of International Economic and Social Affairs, United Nations, New York, NY

10017. Revised every two years, the next set of projections, based on 1982 data, will be available in 1983.

The Population Division also analyzes population characteristics and trends, paying close attention to migration, urbanization, mortality, the family, and fertility. Detailed reports are published in the series "Population Studies," listed under "Demography" in the UN catalogue "United Nations Publications in Print." In addition, every two years the division issues a report that summarizes its most recent studies. The latest one — "Concise Report on the World Population Situation in 1979: Conditions, Trends, Prospects, Policies" — costs $7 (Sales No. 80. XIII.4).

The Population Division's project of monitoring population policies is a unique program, says Tabah. The division maintains a file for each member country which it uses to analyze the government's attitudes, perceptions, and actions regarding such issues as migration and fertility.

Much of the U.N.'s demographic research is done by the U.N. Fund for Population Activities (UNFPA) part of the U.N. Development Program.

Its mandate is to promote awareness of population issues and to assist developing countries in any way they request, including help in developing demographic data collection systems, according to the Fund's director, Stafford Mousky.

The UNFPA has an extensive array of publications available; for a free catalogue, "List of Publications and Audiovisual Aids," write the Information and Public Affairs Division, UNFPA, 220 East 42nd St., New York, NY 10017. Free publications include the monthly UNFPA newsletter, "Population."

The quarterly journal "Populi" covers a broad range of population issues and features special country reports. It can be ordered from the UNFPA ($10 a year; $2.50 single copies), as can the series of "Population Profiles" — monographs that summarize the population situation in a given country or give an overview of a current population issue. There are now 19 monographs in this series; they cost $2.60 each.

The U.N. Sales Office publishes several catalogues, including "United Nations Publications in Print," "United Nations Periodicals," and "Microfiche Price List." Write United Nations Publications, Room A-3315, New York, NY 10017 for free copies. Standing orders for recurrent publications of particular interest are also possible. To order a single publication, give the title and sales number; the U.N. will pay the postage if payment is enclosed with the order.

There is also a national distributor of U.N. publications. Called UNIPUB, it is located at 345 Park Avenue South, New York, NY 10010; (212) 686-4707. UNIPUB offers free catalogues of all the publishers it represents as well as free brochures of publications available in subjects like population.

The U.N.'s demographic staff is not equipped to answer telephone requests, and it is probably easier to find the right person in its complicated bureaucracy by writing the appropriate office. Help in finding the appropriate office is offered by the Public Inquiries Office, United Nations, New York, NY 10017, (212) 754-7721. •

—Martha Farnsworth Riche

Interview*/con't. from p. 3*

2025. The U.S. with an economy five times larger, averages two million new jobs per year.

Q. If the population explosion is real, why don't we see more of it in our daily lives?

A. We do, but it goes by other names and is manifest in different ways. Political destabilization in Central America is largely due to the number of people who can't find work. Where do you think those kids come from who parade on your TV screen? The mothers of the 10, 11 and 12 year-olds hustle them out to wash clothes for the soldiers. That's gainful employment. We also have massive, clandestine international migration. The rural areas are saturated, the cities are saturated; all sorts of streams have emerged. If you were Mexican and couldn't find work, what would you do? You'd go North!

Q. Are these forces at work in El Salvador?

A. Yes. It is one of the two most densely crowded countries in all of Latin America. Between 1950 and 1980 the population rose from two to five million and the labor force almost doubled to 650,000 in 1975. It will reach 3.2 million in 2000 and 6.4 million by 2025. You have a rigid system of land tenure, an agricultural system which grows for export — and now a labor force zooming upward with nothing to do. Believe me, you've got problems.

Q. What action can be taken? Who is concerned about this?

A. Precious few people. First you have to remember that Latin America is 20 or so very different countries with diverse attitudes. Second, a strategy like decentralization isn't simple in a centrist system. Also, the secondary and tertiary cities are growing as fast as the primary cities, so they can't absorb much. As for rural areas, there is talk of agricultural self-sufficiency, but this is an attempt to reduce imports by subsidizing large-scale farming. Tractors will exacerbate the flow of labor to the cities. We are really in uncharted water. This kind of growth has never happened before — anywhere. This tide is pressing on antiquated socio-economic systems and the Greek chorus has begun to fill the stage. •

—Susan Bernstein

Canada*/con't. from p. 8*

Markets 1982 provides 1981 estimated retail sales in categories such as food stores, furniture, appliance, TV and radio stores, and motor vehicle dealers.

The July/August 1980 issue of *American Demographics* carried an article on demographic trends in Canada and a comprehensive article on services available from Statistics Canada. It is available from the magazine, P.O. Box 68, Ithaca, NY 14850. Telephone (607) 273-6343, $4 an issue. •

—Daphne Spain

The Caribbean Basin

Jon Crispin

The 21 islands of the Caribbean Basin have a combined population of 31 million people.

Six of the islands account for 29 million of those people. The six most populous islands, in descending order, are Cuba, Haiti, the Dominican Republic, Puerto Rico, Jamaica, and Trinidad and Tobago. The remaining 15 islands have small populations, ranging from a high of 305,000 in Guadeloupe to a low of 7,000 in the Turks and Caicos. The British Virgin Islands, Turks and Caicos, and Montserrat, have fewer than 15,000 each.

The smaller islands had the highest annual growth rates in 1981. The fastest growing was the Cayman Islands, at 3.7 percent, with a population of only 18,000. Five other islands, are growing from 2.2 to 2.9 percent per year, which means their populations will double within 30 years if they continue to grow at these rates. The United States' annual rate of growth is about 1 percent.

Because most of these islands recently took a census, few of them have detailed current data available.

With the exception of Haiti and the Dominican Republic, few of the Islands are dependent on agriculture. Only half a dozen islands — Dominica, Cuba, Guadeloupe, Grenada, St. Lucia, St. Vincent and Grenadine — had even 30 percent of their populations working in agriculture.

The table presented here was prepared by the country specialists in the international program of the U.S. Census Bureau under the direction of Sylvia Quick.

In support of President Reagan's Caribbean Basin Initiative, the U.S. Commerce Department recently established a Caribbean Basin Trade, Investment and Business Information Center within the International Trade Administration. For information on opportunities for U.S. business there, call (202) 377-2527. •

The Caribbean Basin

	1982 pop. est.	Annual Growth Rate 1981-82	Total Fertility Rate*	% Labor Force in Ag.*	% Urban*	Last Census
Antigua	77,000	1.3	2.61	12	34	1981
Bahamas	237,000	2.8	2.54	8	60	1980
Barbados	252,000	0.5	3.02	17	41	1980
British Virgin Islands	13,000	1.6	(NA)	8	12	1980
Cayman Islands	18,000	3.7	(NA)	(z)	100	1979
Cuba	9,771,000	0.8	2.18	30	69	1981
Dominica	80,000	0.6	6.58	40	27	1981
Dominican Republic	6,013,000	2.7	5.85	56	49	1981
Grenada	109,000	1.0	4.64	35	15	1981
Guadeloupe	305,000	−0.7	4.62	33	40	1981
Haiti	6,054,000	2.2	5.48	74	24	1971
Jamaica	2,295,000	1.2	3.66	29	41	1970
Martinique	302,000	−0.8	4.60	29	46	1981
Montserrat	12,000	0.2	(NA)	21	11	1980
Netherlands Antilles	247,000	1.0	(NA)	1	32	1981
Puerto Rico	3,604,000	0.4	2.81	7	58	1980
St. Lucia	119,000	1.4	(NA)	40	17	1980
St. Vincent & Grenadine	121,000	2.9	7.33	30	14	1980
Trinidad & Tobago	1,104,000	1.6	3.12	12	29	1980
Turks & Caicos Islands	7,000	1.9	(NA)	16	43	1980
Virgin Islands	100,000	2.3	5.30	1	24	1980

NA—Data not available. Z—Less than 0.5 percent

**Data years range from 1960 to 1981, but in each case the data are the latest available.*

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 4 July 1982

Carol Spence

International Traffic Jams

If you think it is dreadful getting to work in Manhattan or Los Angeles, try Abidjan, capital of the Ivory Coast. There, where half the low income people live at least nine miles from their jobs, the commute to work can take four hours each way. The World Bank found that the typical commuter spent 30 minutes walking, and more than three hours changing public transportation at least twice.

The modernization of cities in the developing nations, combined with their rapid urban growth, has forced the working poor in many developing countries to move from city centers to the outskirts.

Because public transportation fares represent such a large chunk of family income, 60 percent of all trips in African cities are still made on foot, and many people can't look for work outside their own neighborhoods, according to a recent issue of The World Bank *Report*.

Even when buses are available, one designed to carry 80 passengers rarely holds fewer than 100 people — not an attractive prospect for carrying purchases home.

Effective transportation is vital to firms trying to import, export, or distribute goods within a country. Accessibility to employees is important for choosing where to build a manufacturing plant or locate office space. While a downtown location may be best for a business, getting to it may pose enormous frustrations for employees.

People's transportation habits often affect their shopping habits. Do families own cars? Do they use them? Do they buy groceries once a week or do they shop daily? Do they expect home delivery of even small purchases?

U.S. firms used to consumers whose shopping habits revolve around the family automobile must change their thinking where cars are scarce and transportation is inefficient.

A city that is congested may not be hopelessly so, the World Bank reports. Bank urban planner, Peter Midgely, says some cities have successfully eased traffic, using relatively simple solutions.

Traffic signals increased travel speeds by 20 to 24 percent in Bangkok, and delays at intersections were reduced by 20 percent, representing fuel savings of 900,000 hours in wasted idling time.

Although car ownership doubled in the late 1970s in Tunis, a combination of traffic control techniques reduced the daily peak period from four hours to 30 minutes.

Midgely said planners have learned that public transportation must be made attractive and convenient enough to reduce the reliance of the growing middle class on their cars. In

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